

Graphic designer with 6+ years of experience creating compelling visual content and engaging digital experiences. Proficient in typography, animations, rebranding, and crafting visually impactful designs. Skilled in designing dynamic PowerPoint presentations, attention-grabbing banner ads, and website banners to boost click-through rates and user engagement.

Expertise in developing brand identities, print collateral, and digital assets aligned with strategic marketing objectives. Adept at leveraging advanced graphic design tools, staying ahead of industry trends, and incorporating consumer preferences to maintain a competitive edge in digital landscapes. Recognized for a strong eye for aesthetics, intuitive design, and the ability to translate client visions into captivating promotional materials.

Technical Proficiencies

Adobe Creative Suite:	InDesign, Illustrator, Photoshop, After Effects, Lightroom, Premier Pro
Adobe After Effects:	Animation, GIF & Video Editing
Microsoft Office Suite:	Word, Excel, PowerPoint
Content & Website Creation:	WordPress, Figma, Jira, Sketch, Canva, HTML, HubSpot
Other Technologies:	Keynote, Google slides, Contact Monkey (Newsletter)
Generative AI platforms:	Adobe Firefly, (HTML5 Banner Ads), Hit Paw (Image Enhancement)

Areas of Expertise

- Presentation & Layout Design
- Animation & GIFs Design
- Web Designing & Video Editing
- Rebranding Strategy Planning
- Banner Ads & Website Banners
- Motion Graphics & UI/UX Design
- Digital Graphic Design
- Social Media Development
- Iconography & Photography
- Wireframing & Concepting
- Visual Design & Storytelling
- Colour Theory Mastery
- Digital Illustration
- Typographic Design
- Client Engagement
- Photo Retouching
- Gen AI Photoshop
- Brand Development

Career Experience

Emergn Ltd, London
Digital Graphic Designer

2018 – Present

With over 6 years of experience as a graphic designer at Emergn, specializing in creating visually engaging content, including presentations, social media assets, static images, illustrations, animations, GIFs, and website graphics, to boost engagement and brand awareness. Strong attention to detail ensures all deliverables are error-free through meticulous proofreading. Proficient in Figma and Adobe Creative Suite, with extensive experience collaborating with cross-functional teams to develop prototypes, streamline communication between design and development, and uphold brand guidelines to maintain a consistent visual identity across platforms. Skilled in conducting and reviewing brand research to inform strategic design decisions and ensure alignment with business objectives.

- Capitalised on over five years of adept presentation skills by expertly liaising with clients and crafting compelling, visually rich slides to deliver impactful narratives and convey key messages in clear and concise manner.
- Deftly led three-month major rebranding initiative to transition all branding elements from blue to red, including company logo and colour palette with rigorous attention to detail and focus on aligning company messaging, website design, and collateral materials for seamless integration with newly adopted brand identity.
- Assisted with marketing team on creating banner images and social media content for LinkedIn and Twitter for consistent branding and messaging across different platforms.
- Designed visually engaging infographics, motion graphics, multimedia assets, social media graphics, email campaigns, advertisements, and website assets to communicate industry trends and innovations effectively.
- **GSK (GlaxoSmithKline):** Collaborated on-site to produce co-branded assets for GSK and Emergn, including complex presentations and video content.

- Created an **E-Learning platform for Product Managers** during the company's transition from B2B to B2C, designing illustrations, animations, and e-learning content to simplify complex concepts. Combined analytical thinking and creativity to produce clear and effective designs. [View graphics here.](#)

Markettiers4DC
Junior Graphic Designer

2018

Created impactful presentations and tailored content for prominent broadcasting service company. Ensured seamless delivery of content to diverse internal and external stakeholders within defined timeframes.

- Tailored each design presentation to convey complex ideas with unique blend of clarity and resonance.
- Strategically utilised persuasive communication and presentation prowess to foster growth-driven environment.

Philips Healthcare, Belfast
Associate Marketing Designer

2016 – 2017

Spearheaded social media engagement initiatives by creating user-centred captivating graphical content. Oversaw Philips Healthcare website using WordPress for optimal functionality and user experience. Upheld meticulous attention to detail to maintain database contact records to ensure data integrity and accuracy.

- Transitioned skills in marketing by practicing versatility and adaptability in dynamic business environments.
- Saved £10,000 savings on outsourcing by learning video editing skills using Adobe After Effects and producing engaging video animations on YouTube to promote company products.
- Boosted brand awareness and promotional campaigns through local and international events.
- Controlled digital pathology social media pages of Twitter and LinkedIn to foster thriving online community.
- Revamped and elevated Philips software usability and appeal for educational and research purposes.

Eternum Energy, Solaris, Valencia, Spain
Graphic Designer

2016

Conducted research and gathered visual references to improve design process. Created mock-ups and prototypes to present design concepts to key clients. Participated in brainstorming sessions and provided creative input for new marketing initiatives and design strategies. Led project management of website design and administration for product brochures and summaries using HTML and CSS.

- Fostered positive client relationships by enhancing communication and assessing graphic design project needs.
- Created captivating product brochure with InDesign and distributed to potential partners to model, business, and product particulars.
- Formulated concise three and four-page summaries as enticing previews of products and business solutions for prospective investors.

Education

Bachelor of Arts in Graphic Design, Coventry University, 2018
Placement Year at Philips (Associate Marketing Designer) 2017

Diploma in Graphic Arts, Box Hill College, Kuwait, 2014

Certifications

Adobe Lightroom One day Introduction Training Course, Emergn

Figma UI UX Design Essentials, Udemy

After Effects – Motion Graphics & Data Visualization, Udemy